3 CASE STUDIES AND OVERVIEW OF COST ESTIMATES

This chapter presents ten case studies of pedestrian districts located throughout the Bay Area. It also provides a ball-park cost estimate for each district, both for the case study site as a whole, and by linear square foot. Each case study represents an example of one of the typologies described in Chapter Two. The cost estimates provide jurisdictions a rough estimate of the overall cost of creating a similar environment and a sense of which facilities have the greatest impact on creating good pedestrian districts.

Taken together, the typologies in the previous chapter and the associated case studies help jurisdictions understand what type of pedestrian facilities are most appropriate in different types of neighborhoods.

A. Pedestrian District Case Studies

The purpose of the case studies is to provide Bay Area cities and counties with models of effective pedestrian districts and to provide direction for how they can create similar environments in their communities. As described in more detail below, each case study describes the major attractors and generators of pedestrian activity in the area, a summary of the planning history and regulatory framework that helped shape the area and the key pedestrian facilities that exist in the district roadway, the nature and size of its roadways. Each case study also includes key findings about why the areas succeeds (or in some cases is not currently succeeding) as a pedestrian district.

Table 3-1 below lists the case studies included in this chapter. Figure 3-1 shows the location of each case study site.

In most instances, the case study contained in this chapter provides a good example of the typology and presents a model for a jurisdiction about the type of pedestrian improvements that are most appropriate for a given typology. However, an noted in Chapter Two, two of the typologies (Pedestrian-Oriented Suburban Residential and Suburban Employment Center) currently do not have good existing examples in the Bay Area. Therefore, the case

TABLE 3-1 **CASE STUDY SITES BY TYPOLOGY**

Case Study Site	County	Corresponding Typology
1. Adam's Point, Oakland	Alameda	Urban Residential
2. Hercules Waterfront District	Contra Costa	Suburban Residential
3. Telegraph Avenue, Berkeley	Alameda	Major Mixed-Use District
4. Fruitvale BART Station TOD, Oakland	Alameda	Urban Transit Village
5. San Pablo Avenue, West Berkeley	Alameda	Large Neighborhood Corridor
6. Downtown San Jose	Santa Clara	Major City Downtown
7. Downtown Santa Rosa	Sonoma	Medium-Sized City Downtown
8. Downtown Suisun City	Solano	Small Downtown or Local Commercial District
9. UCSF Medical Center	San Francisco	Urban Institutional
10. Hacienda Business Park, Pleasanton	Alameda	Suburban Employment Center

study sites chosen for these typologies, Hercules and the Hacienda Business Park respectively, are places that have the potential to be good pedestrian districts, but have not yet become truly walkable environments. In these instances, the case studies not only describe the existing pedestrian infrastructure found in these places, but provide recommendations and directions for future improvements. These two pedestrian typologies are particularly important because they exemplify the most common type of development occurring in the Bay Area -- residential and office development in outlying suburban areas.

Each case study contains the following sections:

- **District Boundaries and Location** describes the boundaries of district and its surrounding context.

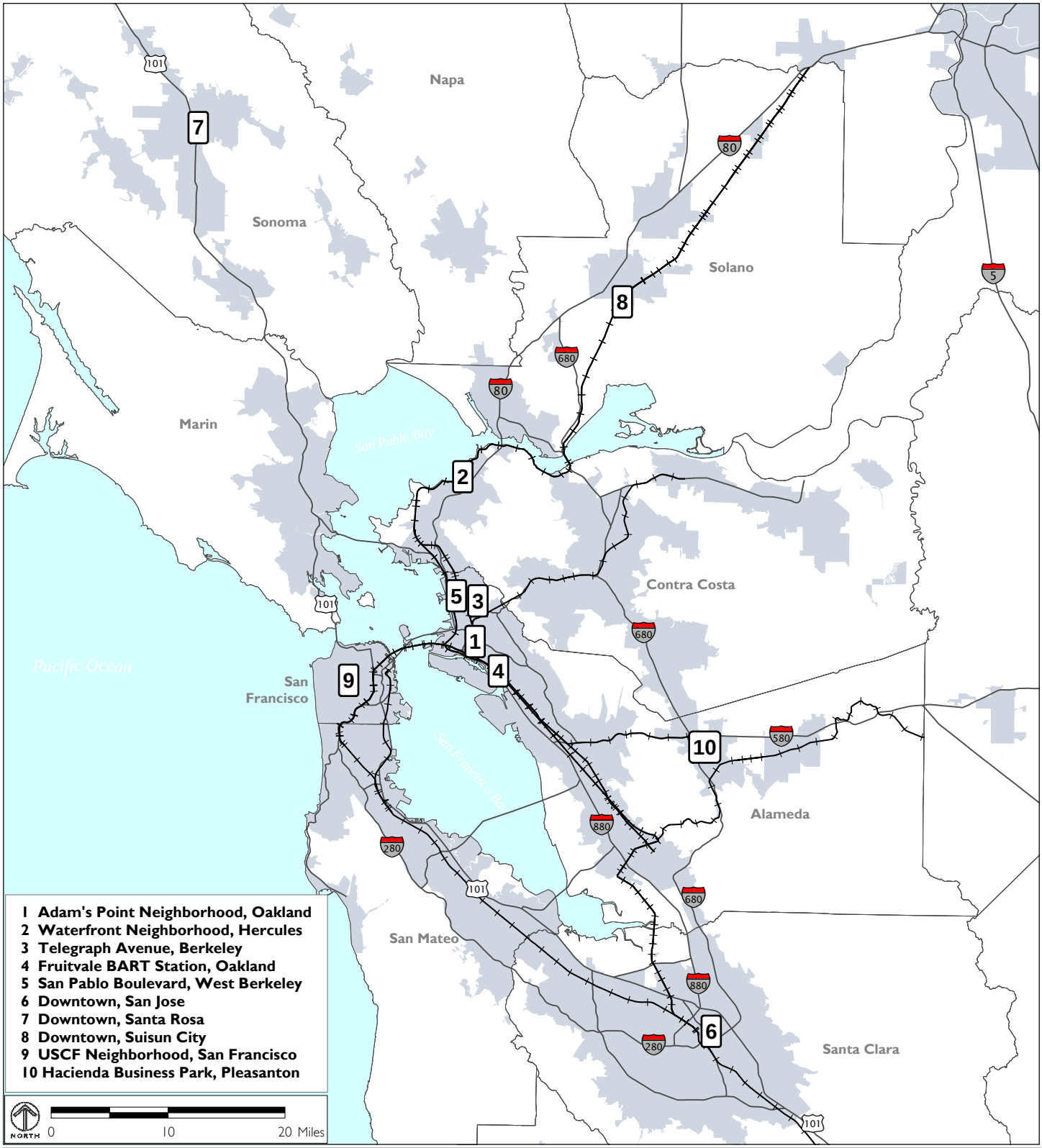

FIGURE 3-1

LOCATION OF CASE STUDY SITES

- **District Overview** presents information about the built environment, major attractors of pedestrian activity, transit providers and primary pedestrian paths of travel in each district.
- **Planning History** describes the evolution of the district over time, including details about specific planning processes or efforts that may have helped create the district.
- **Regulatory Framework** provides an overview of the local regulations, such as General Plan policies and zoning, that have shaped the district.
- **Key Findings** explores the key factors that contribute to each case study site's success as a pedestrian district. It also suggests improvements that could make the areas even better pedestrian environments. This section is typically based on field observations and on interviews with staff from the local jurisdictions and other people, such as the City's planning consultant or a local developer, working in the district.
- **Pedestrian Environment and Facilities** serves as a "technical appendix" for each case study, presenting detailed information about the major roadways or pedestrian paths in each district and a description of the pedestrian facilities that are present. This inventory of facilities directly informs the cost estimates completed for each case study site, described below.

B. Pedestrian District Cost Estimates

Ball-park cost estimates of each case study were also completed. The cost estimates indicate what it costs in 2005 dollars to implement the set of pedestrian improvements identified in the case study. Table 3-1 presents the costs as an aggregate for all of the improvements in the district, and on a per linear square foot basis. Both figures are presented as a low-to-high range. These figures are intended as approximations only.

TABLE 3-2 **SUMMARY OF CASE STUDY COST ESTIMATES**

Case Study Site	Total Linear Feet (LF)	Total Estimated Cost (in millions)	Cost Per Linear Foot
1. Adams Point, Oakland	24,200	$10.9 – $14	$450- $580
2. Hercules Waterfront District	6,000	$4 - $4.7	$680 - $780
3. Berkeley's Telegraph Avenue	5,900	$5.5 - $7	$950 - $1,230
4. Fruitvale BART Station TOD	2,300	$6.4 – $9.2	$2,750 - $4,220
5. San Pablo Avenue, Berkeley	2,400	$2.9 - $4.8	$1,200 - $2,000
6. Downtown San Jose	7,650	$7.3 - $11.3	$960 - $1,500
7. Downtown Santa Rosa	5,000	$5.6 - $8.3	$1,100 - $1,700
8. Downtown Suisun City	6,100	$4.9 - $6.7	$800 - $1,100
9. UCSF Medical Center	3,250	$2.2 - $3.3	$690 - $1,000
10. Hacienda Business Park	13,150	$6.7 - $8.9	$510 - $700

Appendix A includes a detailed breakdown of these costs, presenting specific costs by roadway and by type of pedestrian facilities and improvements present. Chapter Four of this report provides a generic cost estimate template that formed the basis of the cost estimates completed for each case site and that can be used by local jurisdictions as a planning tool to prepare conceptual cost estimate of future pedestrian improvements. More information about the methodology and assumptions for preparing the cost estimates are included in Chapter Four and in Appendix A.